# LIVE STREAMING APPLIED PART OF OMNICHANNEL MARKETING IN FASHION RETAIL BASED ON INTEGRATED MARKETING COMMUNICATION (IMC)

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## ABSTRACT

This research aims to study and analyze the implementation of integrated marketing strategies and seamless marketing channels at SADA Fashion, a women's fashion brand that prioritizes modest fashion. This research was conducted at SADA Fashion, Yogyakarta, for eight months. Along with the increasing demand for women's fashion and the growth of e-commerce in Indonesia, an integrated marketing strategy is becoming increasingly important. In completing the research, the researcher used a qualitative approach by collecting data through observation, documentation in the form of photos and videos, and interviews. The results showed that marketing innovation through the integration of social media, e-commerce platforms, social e-commerce, and physical stores, as well as the utilization of live-streaming features, contributed significantly to the increase in brand visibility, customer loyalty, and sales growth. In addition, the seamless merging of various customer touch points between online and offline channels provides a more efficient and personalized shopping experience. This research recommends the use of Integrated Marketing Communication (IMC) and Omnichannel Marketing in SADA Fashion's marketing strategy to expand market reach, increase sales, and improve customer service.

Keywords: Integrated Marketing Communication, Omnichannel Marketing, Live Streaming, Marketing Strategy

## INTRODUCTION

The women's fashion industry continues to grow rapidly, with an estimated market value of $1.7 trillion by 2024, of which more than 50% comes from the womenswear segment (McKinsey & Company, 2024). This growth is driven by the world's Muslim population, which is expected to reach 2 billion by 2024, of which 63% are women (PRB, 2025). This further accelerates the demand for modest clothing, such as hijabs and other Muslim apparel, which continues to grow rapidly. This trend is also influenced by the advancement of e-commerce, which is predicted to reach $6 trillion by 2024, with 35% of transactions coming from the fashion category. The fashion industry has entered the Fashion 4.0 era, characterized by the adoption of technologies such as the Internet, social media, IoT, Big Data, AI, mobile commerce, and AR. This transformation is changing marketing

strategies by emphasizing direct connectivity between brands and consumers. These technologies not only strengthen a brand's innovative image but also become practical tools for gathering feedback for business decision-making (Bottani et al., 2025). However, its utilization requires strategic management in order to maintain brand consistency, customer experience, and data security amidst increasing digital risks.

The fashion industry in Indonesia, especially women's fashion, also faces various challenges. Indonesia, as a country with the largest Muslim population in the world, also experiences a high demand for modest fashion (Hana et al., 2023). However, local brands still have difficulty competing with imported products in terms of design and quality (Inka, 2024). Therefore, local brands such as SADA Fashion need to continue to innovate by considering the factors of price, quality, and local culture in order to compete in the global market. Students in Yogyakarta, especially in the Sleman area, have a high interest in the fashion industry, along with the growth of creative culture among the younger generation. Based on a survey from Ministry of Education and Culture (2023), more than 65% of students in Yogyakarta show great interest in the creative industry, including the fashion sector. This reflects great potential for the development of the local fashion industry ecosystem, especially in terms of design innovation, community collaboration, and the creation of trends that are relevant to young market tastes. This high interest is also a strategic opportunity for local brands to expand their market reach through a more personalized, interactive approach that suits the dynamic and digital-savvy lifestyle of university students.

The dynamics of the fashion industry continue to evolve; SADA comes with a strong vision to become a leading fashion brand known not only for its elegant and modern designs but also for its commitment to quality, innovation, and empowering women to express themselves through fashion. Facing global competition and the challenges of the fashion industry in Indonesia, SADA aims to be a pioneer in providing fashion products that combine the latest trends with timeless elegance, each design designed in detail using high quality materials to ensure customer satisfaction. With this vision and mission, SADA is committed to not only creating fashionable women's apparel, such as dresses, skirts, and headscarves, but also to embracing the diversity of Indonesian culture and presenting clothing that is able to reflect the identity, confidence, and aspirations of modern women. With a mission to provide fashion products that combine the latest styles with elegance and grace, SADA aims to create pieces that are not only relevant in the local market but also able to compete in the international market. SADA's products are designed with meticulous details, using selected materials and adapting to the needs of today's women who seek a balance between aesthetics and comfort.

Surviving and thriving in the fashion industry must also face various external factors that have a significant influence on business sustainability. The purchasing power of the society is one of the important factors that

influence the direction of fashion development in Indonesia. With a large population and significant growth of the middle class, the fashion market in Indonesia has enormous potential. The large number of consumers who tend to look for products at affordable prices often opens up opportunities for fast fashion from abroad to dominate the market. Local brands such as SADA need to provide added value through product quality and designs that are relevant to consumers' needs while maintaining a competitive price point. A country with the largest Muslim population in the world, this factor is very influential in the development of the fashion industry in Indonesia. Demand for modest clothing, such as headscarves, tunics and dresses, continues to increase. Data shows that the world's Muslim population is expected to reach 2 billion people by 2024, with 63% of them being women, providing an excellent opportunity for Muslim fashion products to proliferate, both in the domestic and international markets. SADA, as a brand committed to the empowerment of women through fashion, sees this excellent opportunity to create products that not only meet the needs of Muslim consumers but are also able to introduce universal values of elegance to the world. With an approach that combines modern design and spiritual values, SADA hopes to become a leader in the modest fashion segment.

Financial resources are often a significant challenge faced by MSMEs, including SADA (Nugroho, 2023). With limited financial capacity, SADA needs to set priorities in strategically allocating funds. The primary focus should be on raw material procurement, product design development, and strengthening marketing channels. Based on data, around 65% of MSMEs in the creative sector face limited access to funding for business expansion. SADA can maximize potential funding from internal sources, such as family support, to strengthen working capital and support business sustainability. The availability of raw materials such as premium fabrics, lace, and other quality materials is often an obstacle for fashion businesses. Social media and digital platforms are currently the backbone of marketing in the fashion industry. The optimization of SADA media has not been fully maximized, especially in building a strong brand digitally. A survey from Statista (2025) shows that 65% of fashion consumers in Indonesia tend to buy products based on social media recommendations or influencer reviews. SADA needs to improve its branding strategy with engaging content, high-quality photos, and stories behind the products that evoke consumer emotions. SADA Fashion, which focuses on modest fashion with elegant and modern designs, is committed to empowering women through clothing that can express their identity and confidence, with a digital marketing strategy based on social media and e-commerce. SADA seeks to expand its market share and increase engagement with consumers in Indonesia, especially in Yogyakarta, where it is based. In the face of global competition, SADA continues to focus on quality materials and designs that are relevant to the needs of today's consumers.

## METHOD

This research uses a descriptive qualitative approach to analyze

existing conditions and situations around, including social aspects relevant to the object of research. This method aims to provide a detailed description based on data collected systematically and has clear sources (Lune & Berg, 2021).

The data used in this study include primary data obtained directly through interviews, observation, and documentation. Interviews were conducted to explore in-depth information from informants related to the research. The information obtained during the interviews was recorded and analyzed to meet the data needs required in the research. Observations were made by directly observing the object of research and recording relevant information related to time, place, and field situations. In addition, secondary data was also used to complement primary data, which was obtained through related documents and literature relevant to this research.

Data collection and documentation store evidence in the form of photographs, video recordings, or written records, which can later be used to review information obtained during the research. This method allows researchers to verify and ensure that all data collection processes can be clearly accounted for.

**RESULT and DICUSSION**

Before implementing Integrated Marketing Communication (IMC) and omnichannel marketing approaches, SADA Fashion relied on conventional digital marketing strategies limited to the use of e-catalogs on platforms such as Shopee, TikTok Shop, and Instagram. Integrated Marketing Communication (IMC) is an integrated approach that reflects the company's ability to unify communication with customers, internal organizations, and other stakeholders (Butkouskaya et al., 2024). Conventional digital marketing methods are quite helpful in reaching consumers, but the interactions that are built are one-way and have minimal customer participation. Consumers can only see product images without getting a direct explanation, which in turn creates doubts in making purchasing decisions. In addition, the absence of physical stores is an obstacle to building trust in product quality, especially regarding the material and comfort of the clothes offered. On the other hand, brand communication that is carried out separately between platforms causes the messages delivered to be less consistent and difficult to reach all market segments optimally. Appropriate communication objectives include achieving awareness, increasing knowledge, forming preferences, forming preferences, strengthening beliefs, and changing behavior in the targeted audience (Hossain et al., 2020).

SADA Fashion is one of the local businesses that has a competitive position in the Sleman area, Yogyakarta Special Region. This advantage is supported by a growing production capacity, as well as high interest from the leading consumer segment, namely young urban women and active social media users. SADA's products, such as dresses, tunics, pants, skirts and headscarves, experience stable demand, even showing a significant increase during special moments such as Ramadan and year-end. The modest fashion industry in Indonesia itself is a highly competitive sector, along with the emergence of various new brands and the dominance of imported fast fashion products that

offer affordable prices and fast-changing models. In the face of these conditions, SADA Fashion takes strategic steps through the implementation of an adaptive and technology-based approach by prioritizing the overall customer experience.

The concept of Integrated Marketing Communication (IMC) is considered a new approach before a substantial shift in the marketing paradigm; marketing practices are still fragmented, where each communication tool, such as advertising, public relations, sales promotion, direct marketing, and personal selling is managed separately by different units within the company (Nhuong & Truong, 2024). As part of the market expansion strategy, SADA implemented a mobile strategy by expanding the segment from focusing on individual consumers to include fashion enthusiast communities to online communities that are active in developing modest fashion trends. In practice, this transformation is realized through the integration of IMC-based digital marketing, which aligns brand messages in an integrated manner across various communication channels such as Instagram, TikTok, and WhatsApp, as well as e-commerce platforms such as Shopee and TikTok Shop. Integrated Marketing Communication (IMC) is a strategic business approach that determines the most effective and appropriate way to communicate with consumers about a company's products or services and build good relationships with them (Syahban & Marsasi, 2023). This approach emphasizes the importance of consistency of messages delivered through various communication

channels used by the company, be it digital media, social media, or direct communication in physical stores. IMC also focuses on building good relationships with consumers, not only through product promotion but also by paying attention to customer satisfaction and needs in every interaction. By using the right IMC strategy, companies can create a more personalized and relevant experience for consumers, which in turn increases brand loyalty and trust. It also enables the company to respond quickly to changes in consumer behavior and market dynamics, making it more flexible and responsive in the face of business challenges.

On the distribution side, SADA Fashion adopts an omnichannel strategy that aims to connect and unify the online and offline shopping experience seamlessly. The omnichannel strategy itself is an approach that combines various physical and digital channels into one integrated system, with the aim of creating a consistent, integrated, and personalized customer experience at all points of interaction between consumers and brands (Rahman et al., 2025). The concrete implementation of this strategy can be seen through the opening of SADA Fashion's first physical store located in Condongcatur, Sleman. This store not only functions as a place for direct buying and selling transactions but also as a meeting point that allows customers to interact with the products and brand values offered, thus strengthening the emotional connection between consumers and brands. This approach provides an opportunity for customers to experience a more comprehensive and

immersive shopping experience, where they can easily move from online to offline channels or vice versa without experiencing information inconsistencies, price differences, or service disruptions. By efficiently leveraging cross-channel integration, customers can explore products through digital catalogs, try them on in physical stores, and then complete the transaction through available e-commerce or official apps, according to their preferences. This strategy not only increases convenience and flexibility but has also been shown to strengthen customer engagement with the brand. This is in line with the findings of (Marsasi & Yuanita, 2023), which state that consumers who have a variety of positive and repeated experiences with a brand will tend to be more loyal and make the brand the first choice in the purchasing decision-making process. Thus, the omnichannel strategy implemented by SADA Fashion is not just utilizing various distribution channels but a strategic step that brings together all points of interaction into a harmonious, efficient shopping experience and is able to answer the expectations of modern consumers who are increasingly dynamic and digitally connected.

A satisfying omnichannel experience increases consumer confidence in the real benefits of integrated channels (Sharma & Fatima, 2024). This strategy aims to create a shopping experience that is convenient, efficient, and able to meet the emotional and rational needs of customers. The main goal of the omnichannel strategy is to deliver a unified and seamless shopping experience for customers (Sumrit &

Sowijit, 2023). Its implementation demands technical alignment and cross-functional synergy, both internal and external to the company. Omnichannel marketing is a strategy that integrates multiple channels and touchpoints to create a connected, consistent and seamless shopping experience (Muthaffar & Vilches-Montero, 2023). The omnichannel marketing approach allows consumers to move flexibly between physical channels, such as offline stores, and digital channels, such as websites, mobile apps, or social media, without facing barriers that can disrupt their shopping journey. In addition to focusing on transactions, this strategy also puts the customer at the center of the marketing process, from content to after-sales service. Omnichannel Marketing reflects a transaction-focused perspective and includes the use of multiple channels to sell products or services. Customers can trigger whole interaction between channels, and retailers can control full integration between channels (Gasparin & Slongo, 2020), thereby increasing convenience, efficiency, loyalty, and customer engagement.

The concept of omnichannel marketing has revolutionized the world of retail and consumer behavior by connecting various communication and sales channels in one integrated system (Suh & Moradi, 2023). This strategy presents relevant content through the proper channels to create a consistent, convenient, and personalized customer experience at every point of interaction. The omnichannel marketing approach is an integrated strategy that aims to deliver relevant content through the proper channels to end users to optimize their

experience throughout the customer journey (Paiola et al., 2023). The customer becomes the center of activity, supported by connected systems and data so that the shopping journey feels smooth even through various platforms. Integrating the concept of omnichannel marketing into SADA Fashion's marketing strategy, the company has successfully created a consistent, convenient and personalized shopping experience across multiple platforms. By using various communication channels such as TikTok, Instagram, WhatsApp, Shopee, and offline stores, SADA Fashion ensures that its brand messages remain consistent and mutually reinforcing. Through this approach, customers are given the freedom to move between channels seamlessly, enjoy a seamless shopping experience, and get direct interaction with the brand through live streaming.

The concept of omnichannel marketing opens up great opportunities for companies to expand their digital marketing strategies (Siregar & Marsasi, 2024). The integration of physical and digital channels not only increases reach but also strategically influences business decision-making, where every decision made on one channel has a direct impact on the effectiveness and efficiency of other channels. Through this approach, SADA Fashion is able to create a consistent and connected shopping experience across physical stores, social media and e-commerce platforms. The synergistic effect of omnichannel makes every decision on one channel impact the effectiveness and efficiency of other channels (Cai & Choi, 2023). Factors such as omnichannel, integrated promotions,

integrated customer service, and consistent transaction systems have a positive effect on customer experience (Khalid, 2024). This integration creates alignment at every point of interaction, from product search to after-sales service, so that the experience is efficient, connected and consistent. By leveraging available technologies and platforms, SADA Fashion ensures an efficient, convenient and seamless customer experience. Every customer interaction, from product search to after-sales service, is designed to provide comfort and convenience, which in turn strengthens customer loyalty and increases their satisfaction with the brand.

Pricing is an important element in an omnichannel strategy (Khoirunnisa & Marsasi, 2024). Maintaining consistent pricing across all sales channels whether through physical retail outlets, official websites, mobile applications, or third-party e-commerce platforms is critical in establishing a seamless and reliable shopping experience for consumers. In the case of SADA Fashion, ensuring price uniformity demonstrates a strong commitment to transparency and fairness, which are essential values in building long-term customer trust. When customers encounter the exact pricing regardless of where they shop, it reduces the potential for confusion or perceived unfairness, which could otherwise erode confidence in the brand. This consistency in pricing not only simplifies the decision making process for consumers but also reinforces the credibility and integrity of the brand in the competitive fashion retail environment. Moreover, it enhances the customer journey by creating a cohesive and integrated

experience, which is particularly important in an omnichannel strategy. For SADA Fashion, this pricing strategy is key in fostering customer loyalty, as shoppers feel reassured that they receive equal value and treatment across all touchpoints. Ultimately, price consistency forms a more positive brand perception, strengthens emotional connection with the customer, and supports long-term engagement and repeat purchases.

**Table 1. Interview Results**

| Research Related Questions | Research Results |
|---|---|
| How effective is the use of *live streaming* in reaching online fashion consumers? | Live streaming has proven effective in increasing direct interaction with audiences. It allows brands like SADA to explain product details in real time and answer customer questions, which increases trust and purchase intention. |
| What are the main challenges in implementing the liveshopping feature on social media such as TikTok and Shopee? | The main challenges are consistency in the broadcast schedule, the quality of content production, and the presenter's ability to capture the audience's attention in a short period of time. In addition, technical integration between the broadcast feature and the product catalog is often a bottleneck. |
| What strategies can be used to make live-streaming sessions result in higher sales conversions? | Some effective strategies include exclusive offers during live, product bundling, utilizing interesting influencers or hosts, and insertion of urgency elements such as countdown timers for promos. Active interaction is also key. |

(Mufidah, 2025)

Table 1 presents the results of mini research conducted on the utilization of live streaming and live shopping as part of a fashion brand's marketing strategy, especially as implemented by SADA Fashion. The findings from this research show that live streaming is not only a promotional tool but also plays an important role in building closer relationships between brands and their consumers. The real-time interaction allows the audience to not only see the product in more detail but also ask questions, give feedback, and get answers directly from the host or brand representative. This encourages the growth of trust in the product and the brand itself, which is an important factor in purchasing decisions in today's digital era. However, the research also found some challenges that need attention. Technical challenges such as internet connection quality, lighting, sound, and host performance can affect the effectiveness of live sessions. If the

production quality is poor, not only will the audience's interest decline, but also the brand's image could be negatively impacted. In addition, consistency in broadcast schedules is an important factor in building expectations and habits on the part of the audience. Without a clear and regular schedule, brands will find it challenging to build audience engagement and loyalty.

Technology continues to evolve rapidly and change the way users interact with applications, including in the business sector. In Asia, the trend of live streaming is rising sharply, not only for entertainment but also for online shopping (Merritt & Zhao, 2022). The platform is an interactive tool that involves live participation. SADA Fashion utilizes live streaming on Shopee and TikTok to showcase products, interact, and offer promos while strengthening loyalty and

omnichannel strategies. Real-time interaction allows consumers to see the seller's activities, hear their voice, and communicate via text messages (Wang et al., 2022). Consumers play an active role through comments, emojis, polls, and direct purchases. This level of interactivity makes SADA Fashion's live-streaming sessions feel more immersive and personalized. With direct engagement from the audience, they not only feel closer to the brand but are also more involved in the purchase decision-making process. These interactive live sessions create a more dynamic atmosphere, where consumers can experience a shopping experience that is not only transactional but also social. This encourages impulse purchases and increases loyalty, as customers feel valued and emotionally connected to the brand.

**Table 2. SADA Fashion *Business Model Canvas* (BMC)**

| Key Partners | Key Activities | Value Propositions | Customer Relationship | Customer Segments |
|---|---|---|---|---|
| 1. E-Commerce Platform | 1. Regular product live streaming | 1. Trendy and premium fashion products | 1. Two-way communication during live | 1. Women aged 16-35 years old |
| 2. Local influencers & KOLs | 2. Interactive promotion during live | 2. Special & exclusive price during live | 2. Live chat & instant feedback | 2. Active on TikTok & Shopee |
| | Key Resources | | Channels | |
| | 1. Live streaming host team | | 1. Social media | |
| | 2. Quality fashion products | | 2. Live streaming via TikTok Shop, Shopee Live 3. | |
| Costs Structure | | Revenue Streams | | |
| 1. Promotion and ads fees on the | | 1. Sales from TikTok and Shopee live | | |

| platform | |
|---|---|
| 2. Salary of live streaming host | 2. Direct sales from e-commerce promotion. |

(Mufidah, 2025)

SADA Fashion's Business Model Canvas analysis shows that the main strength of the business lies in utilizing live commerce through TikTok Shop and Shopee Live. This strategy enables direct interaction with customers, increases engagement and encourages impulse purchases through exclusive live offers. Collaborations with e-commerce platforms and local influencers expand market reach while trendy and premium products strengthen the value proposition. The target customer segment of women aged 16-35 years old is well suited to the fast-paced, interactive and visual digital approach. The cost structure focuses on digital promotion and host salaries, reflecting the high reliance on live-streaming performance. The primary source of revenue comes from direct sales during live and ongoing promotions on e-commerce. Overall, this BMC illustrates a business model that is adaptive, efficient, and relevant to today's digital consumer behavior yet still demands consistency in interaction quality and content innovation to maintain competitiveness.

Through live sessions, SADA Fashion is able to create a more personalized and engaging shopping atmosphere. The products displayed can be explained more clearly, starting from the details of the material and size to how to wear them, which often cannot be obtained optimally through ordinary photo catalogs. In addition, the strategy of providing exclusive promos during the live has also proven effective in driving a sense of urgency,

thus encouraging audiences to make purchases immediately. This approach makes live streaming not only an information tool but also a direct sales momentum. Live streaming triggers consumer emotional responses that drive impulse purchases (Ma et al., 2024). This happens because consumers respond emotionally to visual and verbal stimuli displayed in real time, such as sellers' enthusiastic expressions, time-limited offers, and direct interaction with other audiences. This creates an atmosphere of urgency and triggers quick purchase decisions without deep rational consideration. Stimuli, such as the seller's enthusiastic expression, time-limited promos, and live interactions, create a sense of urgency. SADA capitalizes on these moments with energetic hosts, attractive product visuals, as well as exclusive promos and quick responses to comments to increase immediacy and engagement. Advances in digital technology are driving the growth of live streaming-based e-commerce, which is now part of the digital lifestyle in Asia (Li et al., 2024). The rise of live streaming reflects the changing patterns of digital consumption, where speed, authentic interaction and convenience are key. In Asia, live streaming has become part of the digital lifestyle, from entertainment to shopping. Speed, authentic interaction, and convenience are the main attractions. SADA adopts this strategy through TikTok Shop and Shopee Live with targeted hosts, strategic broadcast schedules, and interactive content such

as quizzes, limited discounts, and Q&A sessions.

Live streaming is a live video broadcast over the internet that can be watched without the need for a download (Chandrruangphen et al., 2022). This technology is growing rapidly and becoming an important part of digital marketing, especially in social commerce that combines social media and online buying and selling. Live streaming is rapidly growing and becoming an important part of the digital ecosystem, especially in marketing and e-commerce. One of its widespread utilizations is social commerce, which combines social media with online buying and selling activities. SADA, as a local fashion brand targeting the young and digital-savvy market segment, actively implements live-streaming technology in its social commerce strategy. This is done through platforms such as TikTok Shop and Shopee Live, where SADA regularly broadcasts live sales sessions featuring their latest product collections. Shopping via live streaming is a new form of social commerce that combines product promotion with real-time interaction (Barta et al., 2023). In this model, the buying and selling process is not only focused on transactions but also involves real-time interaction between sellers and buyers through digital platforms. Consumers can view product presentations, ask direct questions, and receive instant responses, creating a more personalized, interactive, and physical store-like shopping experience. SADA creatively packaged the live stream as both a selling event and an interaction

space by inserting storytelling, lifestyle themes, and fashion tips so that the broadcast feels more personalized and less transactional.

Streamers play a key role in live commerce because they can influence consumer perceptions and reduce the risk of online shopping (Xu et al., 2025). Consumer perceptions of sellers and brand image play a role in reducing the perceived risk of online shopping, thereby increasing purchase intentions. SADA recognizes the important role of streamers in shaping consumer perceptions, so they selectively appoint live-streaming hosts who have a communicative personality, good product knowledge, and an image that is in line with brand identity. These hosts are trained not only to present products engagingly but also to build a human connection with the audience through a relaxed yet informative language style. SADA selects communicative hosts, understands the product, and fits the brand image. The hosts are trained to deliver information in a relaxed yet informative style while building a human connection with the audience. These hosts are instrumental in creating an interactive atmosphere that not only encourages purchases but also strengthens consumer loyalty by building emotional closeness. Through a friendly and responsive way of speaking to the audience, they create a higher sense of engagement, which in turn enhances the overall shopping experience. This engagement is crucial in strengthening long-term relationships with customers, making them more likely to return to shop and recommend products to others.

**Table 3. SWOT Analysis of SADA Fashion**

| No | Description | Strengths | Weakness | Opportunities | Threats |
|---|---|---|---|---|---|
| 1 | Increase direct interaction with customers in real-time | ✓ | | | |
| 2 | Build trust through two-way communication. | ✓ | | | |
| 3 | Increases the likelihood of impulse purchases when live | ✓ | | | |
| 4 | Do not have a dedicated live-streaming team yet. | | ✓ | | |
| 5 | Requires additional equipment (camera, lighting, stable internet) | | ✓ | | |
| 6 | Lots of support from platforms such as TikTok, Shopee, Instagram | | | ✓ | |
| 7 | Opportunity to reach a wider audience at low cost | | | ✓ | |
| 8 | High competition from other brands that are already active live | | | | ✓ |
| 9 | Risk of negative comments during live | | | | ✓ |
| 10 | Sudden change in platform policy | | | | ✓ |

Based on the SWOT analysis, SADA Fashion's main strengths are real-time interaction, two-way communication, and the potential for impulse buying during live. Weaknesses include the absence of a dedicated team and the need for additional equipment. SADA Fashion has many opportunities, especially with the support from platforms such as TikTok and Shopee, which allows them to reach a wider audience at a relatively low cost. However, challenges include fierce competition from other brands that are already active in live streaming, the risk of negative comments that can

arise during live events, and changes in platform policies that can have a direct impact on the strategy. Overall, despite some challenges, live streaming proved to be an excellent opportunity for SADA Fashion, which could be better utilized to increase revenue and strengthen customer relationships. During live streaming, the audience is dynamic and free to switch channels (Zhang et al., 2024). SADA Fashion regularly opens up spaces for interaction during live streaming through Q&A sessions, product displays, and usage demonstrations. This approach increases transparency

and provides a more informative and personalized shopping experience. By presenting communicative and visual content live, SADA is able to keep audiences engaged and drive real-time purchase decisions. This strategy not only strengthens the emotional connection with customers but also differentiates SADA from competitors who are less active in building engagement during live broadcasts. In addition, the team's skill in responding to questions quickly and kindly helped create a responsive and trustworthy brand image in the eyes of digital consumers.

To increase engagement, SADA Fashion regularly opens interactive sessions such as Q&A, product demonstrations and wearable displays. This approach creates a more transparent, informative, and personalized shopping experience. The company sets a maximum response time limit of 10 minutes for consumers on TikTok to maintain effective real-time interactions (Churina & Marsasi, 2023). Real-time interactions between sellers and buyers provide immediate, convincing information, increase trust and encourage consumer engagement. Refers to the ability of sellers to convey product advantages attractively and clearly during live streaming, to build interest and encourage audience buying interest. Quick response increases trust and engagement. SADA Fashion applies live streaming host standards to be active, not passive, and communicative to maintain audience interest. Attractive appearance, cheerful demeanor and responsive communication are the criteria for host recruitment. Physical attributes and linguistic characteristics have been shown to have a significant effect on

increasing sales (Liao et al., 2023). This approach creates a comfortable, interactive experience and encourages customer loyalty. SADA Fashion sets operational standards for hosts during live streaming to be responsive and keep communication active. Hosts are prohibited from being passive for too long to prevent viewers from losing interest. This procedure aims to create a comfortable, interactive experience and build customer trust and loyalty. SADA Fashion sets specific criteria in recruiting live-streaming hosts, such as attractive appearance, interactive communication, cheerful attitude, and responsiveness. This effectively creates a pleasant viewing experience for consumers.

Shop streaming offers benefits to consumers and brands through high interaction and quick access to reviews, encouraging quick buying decisions, especially during big shopping moments such as Lebaran and Harbolnas (Mutambik, 2024). Live streaming excels in high interaction between sellers and buyers, as well as quick access to reviews. This interactivity drives quick buying decisions and increases sales, especially during moments such as Lebaran, New Year, and Harbolnas. Live streaming excels in providing a more dynamic shopping experience, where consumers can interact directly with sellers, ask for product details, and get real-time reviews or feedback. This high interactivity creates an atmosphere of urgency, encouraging quick buying decisions, especially with limited promotional offers or discounts. For brands, this is a very effective way to increase sales and audience engagement, as live streaming can reach consumers

directly and quickly and take advantage of big shopping moments to maximize sales potential.

Segmentation based on behavior and attitude helps to understand consumer groups more precisely (Armbrecht et al., 2023). SADA Fashion capitalized on this opportunity by targeting college students and young people as the primary audience in their live-streaming sessions. To appeal to this segment, SADA adjusted its communication style, visuals, and offers delivered during the broadcast. They use slang that is more relatable to young audiences, showcase current fashion that is in line with popular trends, and schedule the live sessions at more relaxed times, such as afternoons or evenings, when students and young workers are more likely to relax and shop. This approach allows SADA to create a relevant and enjoyable shopping experience for their target audience while increasing engagement and sales conversions. With the adjustment of communication style and more personalized content, SADA Fashion managed to create a stronger bond with the young audience, which made them feel more connected to the brand. In addition, this strategy increased the chances of impulse purchases, as audiences felt more compelled to purchase products when attractive offers were provided in real time during the live-streaming session. By optimizing the timing and style of communication to suit the audience's preferences, SADA not only drives sales but also strengthens loyalty and increases purchase frequency from the growing young market segment.

Mindset is influenced by demographic characteristics that shape different perspectives (Marsasi & Barqiah, 2023). Each demographic group has unique preferences. The dominance of university students reflects the trend of the younger generation who are increasingly active and digitized in online shopping. Each demographic group has unique preferences that influence their purchasing decisions, such as lifestyle, consumption habits, and comfort level in interacting with technology. The dominance of university students, for example, reflects the trend of an increasingly active and digitized younger generation in online shopping. This group tends to be more responsive to visual and interactive promotions, such as those offered through social media and e-commerce platforms. They are also more likely to engage in impulse purchases, especially when there is an element of urgency or special offers, as often seen in live-streaming sessions. Having a deep understanding of the preferences and consumption habits of this demographic group allows companies to tailor their marketing strategies to more effectively reach and engage young consumers in the growing digital ecosystem.

Live interaction between customers and sellers is an effective source of product information through two-way communication (Hwang & Youn, 2023). By utilizing live streaming, SADA Fashion not only managed to increase sales in the short term but also built long-term relationships with their customers. Each live-streaming session serves as a platform to introduce new products, provide more in-depth information, and listen directly to customer needs and feedback. This allows SADA to understand the

preferences of its audience better so as to tailor future offerings and content more appropriately. The social context of live streaming also encourages active consumer engagement (Ye & Ching, 2023). These interactions help customers understand the product more deeply, giving them the opportunity to explore the features, benefits, and usability of the product according to their needs. SADA Fashion understands the importance of these interactions and provides a post-live consultation service through DM TikTok, which allows consumers to ask further questions and get a quick response. This service not only strengthens the relationship with customers but also increases their trust in the brand, as they feel more cared for and directly connected. In addition, this communication is also continued through Instagram and WhatsApp, providing additional channels for customers to get personalized product recommendations and further consultation, further strengthening the emotional connection and loyalty to the brand.

Digital media, especially social networks, are replacing the role of traditional media in building connections and maintaining long-term relationships with customers (Cuesta-Valiño et al., 2023). In the midst of fierce competition, customer retention is the primary focus. SADA Fashion implemented a targeted discount strategy, especially during live streaming on TikTok Shop and Shopee Live, to build emotional bonds, encourage repeat orders, and create positive word of mouth. One of the approaches used by SADA is the targeted discount strategy, which is given especially during live streaming

sessions on TikTok Shop and Shopee Live. These discounts not only attract customers to make purchases but also serve to build emotional bonds with them. Through direct interaction and special offers, SADA is able to encourage customers to place repeat orders, which in turn strengthens long-term relationships. In addition, by providing a positive and personalized shopping experience, SADA Fashion manages to create positive word of mouth, where satisfied customers will recommend the brand to others, further expanding market reach and enhancing the brand's reputation.

Targeting mass campaigns requires careful segment analysis and customer interaction (Salazar-Santander et al., 2024). SADA Fashion utilizes Shopee and TikTok to reach consumers aged 22-35. Through interactive live-streaming features, SADA succeeded in effectively increasing engagement and sales among young audiences. TikTok Live features content such as product info, discounts, and prizes to attract audiences (Safitri & Marsasi, 2023). On TikTok Live, SADA displays different types of content, such as product information, discount offers, and attractive prizes, which are designed to attract audience attention and encourage active participation. The live streaming feature on TikTok and Shopee has proven to be effective in driving increased turnover, as it allows for direct interaction with the audience, more in-depth product explanations, as well as the delivery of exclusive promos that are only available during the broadcast. To further maximize this potential, SADA Fashion held a "Scheduled Flash Sale" session that offered limited discounts, creating a sense of urgency and

triggering quick purchases. This strategy not only increased consumer enthusiasm but also had a direct impact on increased turnover, ensuring that each live-streaming session delivered optimal results for SADA Fashion.

**Table 4. Platform Comparison September 2024 - April 2025**

| Platform Comparison September - December 2024 | | | | | |
|---|---|---|---|---|---|
| Type | Sept/2024 | Oct/2024 | Nov/2024 | Dec/2024 | Total |
| Social Media | Rp979,200 | Rp872,850 | Rp1,022,100 | Rp109,950 | IDR2,984,100 |
| E-Commerce | Rp632,000 | Rp454,750 | Rp1,003,000 | Rp183,250 | IDR2,273,000 |
| Social E-Commerce | Rp4,916,800 | Rp4,491,400 | Rp4,788,400 | Rp439,800 | Rp14,636,400 |
| Offline store | Rp555,000 | Rp630,000 | Rp770,000 | Rp125,000 | IDR2,080,000 |
| Total income | Rp7,083,000 | Rp6,449,000 | Rp7,583,500 | Rp858,000 | Rp21,973,500 |
| Platform Comparison January - April 2025 | | | | | |
| Type | Jan/2025 | Feb/2025 | Mar/2025 | Apr/2025 | Total |
| Social Media | Rp120,000 | Rp146,000 | Rp1,120,400 | Rp230,000 | Rp1,616,400 |
| E-Commerce | Rp1,569,300 | Rp3,570,000 | Rp2,575,000 | Rp3,935,000 | Rp11,649,300 |
| Social E-Commerce | Rp5,300,300 | Rp5,469,000 | Rp10,796,000 | Rp7,540,300 | Rp29,105,600 |
| Offline store | Rp332,000 | Rp125,000 | Rp993,000 | Rp342,000 | Rp1,792,000 |
| Total income | Rp7,321,600 | Rp9,310,000 | Rp15,484,400 | Rp12,047,300 | Rp44,163,300 |

Table 4. Shows a comparison of SADA Fashion's revenue from various platforms and sales types. From the data listed, Social E-Commerce is the highest source of income, with a total of Rp43,742,000. This is due to the effective live-streaming routine that is in high demand by customers. E-Commerce and social media followed, with E-Commerce generating Rp11,649,300 and social media Rp2,984,100 in the same period. While revenue from offline stores was smaller at Rp1,792,000, physical stores play an important role in maintaining SADA's credibility and commitment to customers. Revenue from physical stores shows that the company does not only rely on digital platforms but also maintains the sustainability of direct and deeper customer relationships. The success of live streaming on Social E-Commerce proved to be a significant factor in increasing revenue, which shows that this method is very effective and contributes significantly to the success of SADA Fashion. Regular live-streaming activities have proven to be effective in attracting customer

attention and creating more personalized live interactions. It provides a unique shopping experience, where customers not only get to see the products live but also engage in a more fun and authentic atmosphere. This routine not only strengthens customer relationships but also drives a significant increase in sales, making it a highly successful method in increasing SADA Fashion's revenue.

**Table 5. Implementation of SADA Fashion's *Live Streaming* Marketing Program**

| Aspect | Description |
|---|---|
| **Objective** | 1. Increase sales of SADA Fashion products through *live streaming* media significantly within 6 months.<br>2. Build customer engagement and loyalty through direct interaction during live-streaming sessions.<br>3. Expand market reach, especially in the 22-35-year-old segment, which is active on digital platforms such as TikTok and Instagram. |
| **Period** | 4 months |
| **Responsible** | Digital Marketing Team, *Live Streaming* Manager, and SADA Fashion *Live Streaming Hosts* |
| **Activity** | Selection of *Live Streaming Hosts*:<br>　a. Hosts who are attractive, communicative, cheerful, and responsive.<br>　b. Host training to master the product and interactive techniques during *live streaming*.<br><br>Content and Product Preparation:<br><br>　a. Prepare products that will be promoted with attractive displays.<br>　b. Creating interactive scripts that include product demos, Q&A sessions, and special promotions.<br><br>Livestreaming Implementation:<br><br>　a. Conduct regular live broadcasts on platforms such as TikTok Live, Instagram Live, and Shopee Live.<br>　b. Using interactive features such as comments, polls, emojis, and limited-time discounts.<br><br>Promotions and Announcements:<br><br>　a. Using social media and linktree to direct audiences to the *live-streaming* session.<br><br>Evaluation and Monitoring:<br><br>　a. Monitor engagement, feedback, and sales during and |

|  |  |
|---|---|
|  | after the *live-streaming* session. |
|  | b. Adjusted strategy based on data and customer feedback. |
| **Target** | 1. The main target is the 22-35-year-old segment, active users of social media and e-commerce. |
|  | 2. Increase sales of SADA Fashion products by 30% in 4 months through *live streaming* channels. |
| **Output** | 1. Product sales increased significantly from the *live-streaming* session. |
|  | 2. Customer engagement increased with active interaction during the live stream. |
|  | 3. Built brand awareness and customer loyalty in the target segment. |
|  | 4. Service standards and quality of *live streaming* broadcasts are met engagingly and interactively. |

Table 5 illustrates the overall implementation plan of the live-streaming marketing program conducted by SADA Fashion as part of their digital marketing strategy. The program was designed with the main objectives of significantly increasing product sales within six months, building customer engagement and loyalty through live interaction, and expanding market reach, especially in the 22-35 age group who are active on digital platforms such as TikTok and Instagram. The program was planned to last for four months, with implementation involving the digital marketing team, live streaming manager, and internal live streaming hosts from SADA Fashion. Host selection is an important part of the initial process, where those who are attractive, communicative, cheerful and responsive are prioritized. The hosts will also receive special training to be able to master product information as well as apply interactive communication techniques during the live session.

Prior to the implementation, thorough content and product preparation is carried out. The products to be featured are attractively packaged, and interactive scripts are developed to help hosts deliver information in a structured manner, including answering questions, conveying product advantages, and announcing special promotions. Live streaming will be conducted regularly on various platforms such as TikTok Live, Instagram Live, and Shopee Live, supported by interactive features such as polls, emojis, and limited-time discounts to encourage audience participation. To reach more viewers, promotions and announcements of live sessions are done through social media and linktree links that direct audiences to the ongoing sessions. During and after the live stream, the team will

monitor engagement levels, feedback, and sales data to evaluate the effectiveness of the program. This evaluation becomes the basis for adjusting the strategy to optimize the next session. The program targets the digitally active youth segment, with the hope of increasing sales by at least 30% through the live streaming channel. In addition, this program is expected to increase customer interaction with the brand, strengthen brand awareness, and build consumer loyalty through a more personalized and fun shopping experience. The expected output of this program is not only in the form of increased sales figures but also in the form of creating an engaging, interactive, and quality live-streaming experience, which is able to differentiate SADA Fashion from competitors in the current digital fashion market.

### Table 6. Comparison of Turnover Before and After Innovation

| Before | September/2024 | October/2024 | November/2024 | December/2024 |
|---|---|---|---|---|
| Turnover | Rp7,083,000 | Rp6,499,000 | Rp7,583,500 | Rp858,000 |
| After | January/2025 | February/2025 | March/2025 | April/2025 |
| Turnover | IDR7,321,600 | Rp9,310,000 | Rp15,484,000 | Rp12,047,300 |

Table 6 presents a comparison between SADA Fashion's turnover before and after the innovation in marketing strategy, which shows a clear picture of the direct impact of the company's change in approach. Based on the data shown, there was a significant increase in revenue after SADA Fashion began implementing Integrated Marketing Communication (IMC) and Omnichannel Marketing strategies, two complementary approaches to creating integrated communications and consistent customer experiences across channels. In the pre-innovation period, between September and December 2024, the company's turnover showed a stagnant trend, hovering around Rp6,000,000 to Rp7,000,000 per month. In fact, in December 2024, the turnover dropped drastically to only IDR 858,000, which was the lowest point in that period. This sharp decline was most likely influenced by the weak appeal of the marketing campaign that was run at the time, as well as the suboptimal utilization of distribution and communication channels that were able to reach consumers more widely and effectively. The incoherence of marketing messages and inconsistent customer experience across platforms are also suspected to be factors that led to the low sales conversion rate. Thus, the data indicates the need for a comprehensive strategy update in order for brands to remain competitive amidst the increasingly dynamic fashion industry competition driven by digital trends.

After entering January 2025, when innovations began to be implemented, there was a noticeable change. Turnover increased to Rp7,300,000 and continued to grow in the following months. The most significant increase occurred in March 2025, where turnover reached Rp15,400,000, almost double the previous high. April also

showed a strong performance with a turnover of more than Rp12,000,000. This surge confirms that the new strategy implemented not only succeeded in attracting consumer attention but also increased the effectiveness of the sales channel. Integrated communications, coupled with an omnichannel approach that provides an easy and consistent shopping experience, has encouraged customers to engage more and make larger purchases. Overall, this data shows that the right marketing strategy innovation can have a tangible impact on financial performance. SADA Fashion has not only managed to recover its turnover from the previous decline, but also drive significant growth in a short period.

## CONCLUSION

The conclusion from the analysis of the marketing strategy implemented by SADA Fashion shows that Implementing interactive live streaming as part of SADA Fashion's omnichannel marketing strategy is crucial in enhancing customer engagement and driving sales performance. Live streaming enables real-time product showcasing and fosters a deeper emotional connection between the brand and its audience through two-way communication, exclusive offers, and live demonstrations. This strategy has proven effective in building loyalty, particularly after its intensive rollout in early 2025. This live streaming

approach is integrated within a broader Integrated Marketing Communication (IMC) framework combined with Omnichannel Marketing, which SADA consistently applies to extend market reach and create a seamless, unified shopping experience. The synergy among communication channels such as social media, e-commerce platforms, physical outlets, social commerce, and live streaming enables the company to reinforce its brand message and ensure accessibility and responsiveness across customer touchpoints. SADA emphasizes message consistency, easy access to product information, and agile customer service to build brand value and trust. To ensure the sustainability of this strategy, the company must continue developing adaptive digital features and enhancing human resource capabilities to meet operational demands and shifting consumer expectations. Furthermore, integrating personalized content, promotional synergy, and fast response mechanisms differentiates SADA in a competitive market landscape. These findings offer practical insights for fashion retail players seeking to thrive in the digital era. Mastery of digital engagement tools like live streaming and an IMC based omnichannel approach can serve as a strategic model to increase loyalty, expand market penetration, and sustain competitiveness in an increasingly dynamic industry.

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